

For children and youth involved in child welfare, the holidays are a particularly challenging time filled with heightened feelings of loneliness, disappointment and stress. This holiday season, help bring hope for a brighter future!

## Ideas to get inspired



### COOKIE SWAP

In-person

Colleagues bake their signature holiday treats, plan a day to exchange and collect donations to raise funds.



### GIFT WRAPPING

In-person

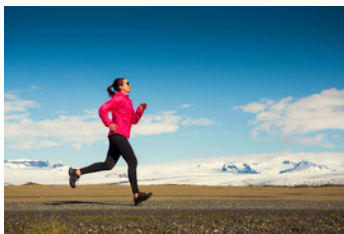
Colleagues sign-up for shifts at a gift-wrapping station. Holiday shopping can be brought in to get wrapped by-donation.



### DIGITAL COOKBOOK

Virtual

Compile your team's favourite recipes and share them by-donation to raise funds.



### REINDEER RUN

In-person or Virtual

Grab some antlers and running shoes. Run or walk a 5k and encourage donations towards the team fundraising goal.

**Encourage strength,  
stability and growth.**



Your support this holiday season will provide access to programs and resources that give kids the opportunity to thrive.

**Fundraising  
Tips**



- Choose an initiative that will resonate with your team and align with your workplace culture. Engage others to help you organize the details.
- Be prepared to send reminders! It often takes a few prompts. Let team members know their support is needed to reach your collective goal.
- Celebrate your success! It's always nice to share the results so supporters know what their contribution helped achieve.

We would be pleased to work with you to create an engaging fundraiser that aligns with your workplace culture and priorities, and provides your employees the opportunity to make a meaningful and collective impact this holiday season.



### HOT CHOCOLATE BAR

In-person

Bring colleagues together over a hot chocolate bar and encourage donations to raise funds.



### GINGERBREAD HOUSE CONTEST

In-person or virtual

Decorate gingerbread houses, a donation signals a vote towards your favorite.



### HOLIDAY PARTY

In-person or virtual

Turn your holiday party into an opportunity to give back; donations in lieu of gifts.

### SHARING YOUR IMPACT



Tag us @cafdn on social media so we can celebrate and share your efforts!



## Start Making a Difference

- 1** Choose a fun activity, set a date and a fundraising goal. We can help you set up an online donation page.
- 2** Determine how your workplace can support to further encourage employee participation (i.e. with matching donations, budget to cover costs of the activity, etc.).
- 3** Communicate often through whichever channels your team uses. Provide updates on the progress to goal and share Foundation resources to help motivate colleagues to support.

To discuss how you can support children and youth this holiday season, contact **JESS BRAYNE, [JBRAYNE@CAFDN.ORG](mailto:JBRAYNE@CAFDN.ORG), 416-923-0924 EXT. 229**